



DESIGN REVIEW CHECKLIST

Chapter 5

Downtown/ Main Street Commercial

General Design Objectives

The design of new development projects, additions and rehabilitation of existing structures within the Downtown should:

- Enhance the City's downtown as a principal focal point of the community. Developments should contribute to the a pedestrian-oriented "village-like" environment and should physically and visually relate to the adjacent shoreline
- Emphasize design elements that maintain viewsheds of the shoreline and Pier
- Consider the scale, proportion and character of development in the surrounding area
- Establish pedestrian-oriented, attractive, inviting, imaginative and functional site arrangement of buildings and parking areas, and a high quality architectural and landscape design which provides proper access, visibility and identity
- Facilitate and encourage pedestrian activity and mitigate existing adverse automobile oriented planning patterns
- Preserve and incorporate natural amenities unique to the site into the project development proposal
- Preserve and incorporate structures which are distinctive due to their age, cultural significance, or unique architectural style into the project

Site Planning

	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Street adjacent building siting is encouraged.				
b. Provide corner "cut-offs" for buildings on prominent intersections.				
c. Place ground-level front elevations of the building on the front property line to maintain the continuity of the "street wall."				
d. Provide additional setbacks from the front setback line at public plaza areas.				
e. Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.				
f. Avoid placing parking lots that interrupt commercial space along street frontages.				
g. Avoid blank walls and other "dead" spaces at the ground level.				
h. Create pedestrian paseos to parking lots at the rear of buildings.				
i. Use building indentations to create small pedestrian plazas along the street wall.				
j. The first floor of any commercial building within Downtown should be built on the front "build-to" line.				
k. Storefronts and major building entries should be oriented towards major streets, courtyards or plazas.				
l. Buildings on corners should include storefront design features on at least 50% of the side street elevation wall area.				

Architectural Guidelines

1. Architectural Imagery	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>▪ Architectural Style</p> <p>If an overall positive ambiance is to be created and if historic integrity is to be preserved, new infill development and renovation to existing structures must be respectful of its surroundings. In the downtown area, “Mediterranean” style design solutions and elements characteristic to that style are strongly encouraged.</p> <p>Architectural styles that attempt to copy other historically significant styles found in the downtown area may also be acceptable. Designs that are compatible, but distinguishable from their historic neighbors are encouraged. Design solutions may use historic ornament in new "revival" interpretations of older styles. These may be appropriate as long as the result is visually compatible with its surroundings and the design is distinguishable as new.</p>				
<p>▪ Use of Traditional Façade Components</p> <p>Repetition of traditional facade components creates patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to the pedestrian and help establish a sense of scale. The use of traditional facade components is encouraged. Some traditional facade components include bulkheads, arches, arcades, plazas, and balconies. These elements may be reinterpreted in a variety of ways.</p>				
<p>▪ Facade Rhythm</p> <p>The typical commercial lot design has resulted in buildings of relatively uniform width that create a familiar rhythm. This pattern helps to visually tie the streetscape together. Reinforcement of this facade rhythm is encouraged.</p>				

Architectural Guidelines

1. Architectural Imagery (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<ul style="list-style-type: none"> Perceived Scale of Structures <p>Buildings with “human-scale” proportions are most suitable to the atmosphere of downtown Huntington Beach. “Human-scaled” buildings respect the existing architectural character of the district while enhancing its marketability as a unique commercial and residential area.</p>				
<ul style="list-style-type: none"> Distinction between Upper and Lower Floors <p>The first floor of commercial buildings should be predominantly comprised of transparent surfaces (windows), with a high ratio of void (windows) to solid (wall) areas.</p>				
<ul style="list-style-type: none"> Building Heights <p>In the downtown area, new development infill should be compatible with the height and scale of surroundings buildings.</p>				
<ul style="list-style-type: none"> The Pedestrian Experience <p>Buildings facing pedestrian streets and plazas should incorporate design features that provide visual interest at the street level. Building elements should be designed in a way that enhances the visibility of merchandise and store related activities by pedestrians.</p>				
<ul style="list-style-type: none"> Predominantly Transparent Ground Floor Facades in Commercial/Retail Areas <p>Storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience. To enhance the pedestrian atmosphere, it is important to provide transparent storefronts to maintain visual interest.</p>				

Architectural Guidelines

2. Building Form and Mass	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Tall buildings should be made less imposing by “stepping back” from the street level.				
b. The characteristic proportion (relationship of height to width) of existing facades should be reflected in new infill development.				
c. Building facades should be detailed in such a way as to make them appear smaller in scale. This can be achieved by articulating the separate floor levels with horizontal bands or by increasing the level of detail on the building at the street level.				
d. New buildings should be designed to create pleasing transitions to surrounding development. The bulk of infill buildings should relate to the prevailing scale of adjacent development.				
e. The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained.				
f. Whenever a proposed infill building is wider than the existing facades on the street, the infill facade should be broken down into a series of appropriately proportioned "structural bays" or components such as a series of columns or masonry piers.				
g. Long, blank, unarticulated street wall facades are strongly discouraged.				
h. If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is encouraged to establish a shared horizontal storefront rhythm.				

Architectural Guidelines

2. Building Form and Mass (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
i. Monolithic street wall facades should be "broken" by vertical and horizontal articulation. <ul style="list-style-type: none"> ▪ breaks (reveals, recesses) in the surface of the wall itself ▪ placement of window and door openings ▪ the placement of balconies, awnings and canopies 				
3. Views	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Buildings should be designed to take advantage of ocean views by providing windows, balconies, stairway landings and other design features.				
b. Infill buildings should be designed to respect the views of existing buildings, where possible. View corridors should be designed through large developments.				
c. Rooftops should be designed to be visually attractive when viewed from adjacent buildings.				
4. Environment	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Design of buildings and open spaces along the first block inland from Pacific Coast Highway should take into account the strong prevailing westerly winds.				
b. The shadowing effect a new building will have upon adjacent development should be addressed.				
c. The effects of shadows cast by buildings into open areas such as courtyard and plazas should be analyzed.				

Architectural Guidelines

5. Building Materials and Colors	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>a. Exterior building materials should compliment the materials used on adjacent buildings. The following materials are considered appropriate for buildings within Downtown Huntington Beach:</p> <ul style="list-style-type: none"> ▪ <i>stucco (smooth or textured)</i> ▪ <i>smooth block</i> ▪ <i>granite</i> ▪ <i>marble</i> 				
<p>b. Accent materials should be used to highlight building features and provide visual interest. Accent materials may include any of the following:</p> <ul style="list-style-type: none"> ▪ <i>Wood</i> ▪ <i>Glass</i> ▪ <i>Glass block (storefront only)</i> ▪ <i>Glass block (transom) new or used face-brick</i> ▪ <i>Tile, (bulkhead)</i> ▪ <i>Brick</i> ▪ <i>Concrete</i> ▪ <i>Stone</i> ▪ <i>Copper</i> ▪ <i>Cloth Awnings</i> ▪ <i>Plaster (smooth or textured)</i> ▪ <i>Painted Metal</i> ▪ <i>Wrought Iron</i> 				

Architectural Guidelines

5. Building Materials and Colors (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>c. The appropriateness of any given color for a particular building depends on a number of factors, including, architectural style, building material, building features and details, building size, building orientation, building context, and climatic considerations.</p> <ul style="list-style-type: none"> ▪ Use subtle/muted colors on larger and simpler buildings ▪ Use multiple and more intense colors on small buildings or those with elaborate detailing ▪ Encourage contrasting colors which accent architectural details ▪ Encourage colors which accent entrances ▪ No more than three colors should be used on any given facade, including “natural” colors such as unpainted brick or stone ▪ Avoid using colors that are not harmonious with colors found on adjacent buildings 				
<p>d. Light building colors are encouraged. Soft tones ranging from white to very light pastels are preferred. Neutral colors such as off-white, beige and sand are also acceptable.</p>				
<p>e. Finish material with “natural” colors such as brick, stone, copper, etc., should be used where practicable.</p>				
<p>f. The orientation of a building should be taken into consideration when selecting colors, because it affects color appearance. Colors on south and west facades appear warmer than if placed on north or east sides.</p>				

Architectural Guidelines

6. Roofs and Upper Story Details	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Roof materials most indicative of Mediterranean architecture such as clay shingle tile, concrete shingle tile, Mission tile and other tile-like designs are encouraged. Other acceptable roof materials include copper and painted metal.				
b. Flat roofs are strongly discouraged unless an ornamental roof cornice is included. Mansard-style roofs have no historical context in Downtown Huntington Beach and should be avoided.				
c. The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.				
d. Roof-mounted mechanical or utility equipment should be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape and size. Mechanical equipment should not be visible from any angle or any height outside of the building.				
e. Chimneys, roof flashing, rain gutters, downspouts, vents and other roof protrusions should be finished to complement or accent the adjacent materials and colors.				

7. Windows	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Multi-paned windows are encouraged. Simple shape window forms are preferred.				

Architectural Guidelines

7. Windows (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
b. Windows, which let more light in, such as clerestory windows, skylights or greenhouse windows and wells are strongly encouraged.				
c. When windows are added or changed, the established facade theme and window rhythm along the whole block should be taken into consideration.				
d. Use of clear glass (at least 88% light transmission) on the first floor is recommended.				
e. Storefront windows should be as large as possible with a minimum 18 inch bulkhead. By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be approximately 36 inches.				
f. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is strongly discouraged.				
g. Windows should provide variety along street frontage. The following is a list of appropriate window treatments: <ul style="list-style-type: none"> ▪ Tile borders ▪ Colored window framing ▪ Shutters ▪ Plant-on relief features ▪ Iron or wooden grills ▪ Dormers ▪ Projecting bay windows ▪ Window boxes ▪ Window pop-outs 				

Architectural Guidelines

7. Windows (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
h. Window security grates or grilles along street frontages are discouraged unless integrated with the overall architectural theme.				
i. Brightly colored cloth or painted metal awnings can enhance the visual appearance of buildings. Awnings should be of a solid color or two-color stripes and designed to coordinate with the architectural divisions of the building.				

8. Doorways and Entrances	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Building entries should be protected from the elements and provide a “sense of shelter” by incorporating overhangs and simple recesses.				
b. Building entries should afford a “sense of entry” to the building.				
c. Appropriate design treatments include: <ul style="list-style-type: none"> ▪ Traditional wooden door ▪ Contemporary wood and glass paned door ▪ Stucco arch surrounding the door ▪ Brightly colored awning over the door ▪ Brightly painted door or framing ▪ The use of a wall or eave to emphasize the door ▪ Tile lead-in path to door 				
d. Doors to retail shops should include a high percentage of glass area.				

Architectural Guidelines

9. Exterior Stairways	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Simple, clean, bold stairway projections which complement the architectural massing and form of the building are encouraged.				
b. Stairways should be designed with decorative features such as tile risers and rails to create visual interest while meeting functional needs.				
c. Stairways should be of smooth stucco or plaster.				

10. Balconies and Rooftops	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Inclusion of balconies and rooftop outdoor areas in building design is encouraged. Balconies can be designed as deep insets on the building form or projections from the building. Rooftops can provide usable outdoor space in both residential and commercial developments.				

11. Arches and Arcades	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Arches should be semi-circular or slightly flat. Parabolic arches are strongly discouraged.				
b. Care must be taken that arches appear authentic. The integrity of an arch is lost when its mass is not proportional to its size. Columns must relate in scale to the building.				
c. Columns may be square, rectangular or round. The column height should be 4-5 times the width of the column.				
d. A base should be incorporated at the bottom of the column. The use of capitals and column bands is strongly encouraged.				

Architectural Guidelines

12. Plazas and Courtyards	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Plazas/courtyards are encouraged within downtown Huntington Beach.				
b. Ample seating should be provided in the plaza areas.				
c. A visual focal point such as a fountain or public art should be provided within plaza/courtyard areas.				

13. Walls and Fences	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Walls should be integrated with the overall building design.				
b. Care must be taken to maintain scenic views available to the community. Wall design should preserve views to the greatest extent possible.				
c. Walls may be constructed of stucco or brick and enhanced with decorative inset tiles, wrought iron fencing, high ornate iron entry gates, or low planters incorporated into the base of a wall.				

14. Other Building Elements/ Details	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Building and site details should be integrated into the overall design of the building or development.				
b. Gutters and downspouts should be properly screened where necessary, unless designed as a continuous architectural feature. Exposed gutters and downspouts should be colored to match the fascia or wall material to which they are attached.				

Architectural Guidelines

14. Other Building Elements/ Details (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
c. Accessory elements such as mailboxes, trash enclosures, newspaper racks, and security gates should be compatible with the architectural style of the project.				

15. Focal Elements	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Vertical building focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal/orientation points for the community.				

16. Parking Structures	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Where possible, elevators and stairs should be located on the perimeter of parking structures.				
b. Shops, offices or other commercial spaces should be incorporated on the ground level of parking structures along street frontages. Landscaping should be provided adjacent to wall surfaces.				

Storefront Design Guidelines

Storefront Details Entries/ Doorways	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>a. The main entry to Downtown buildings should be emphasized by utilizing one or more of the following design elements or concepts:</p> <ul style="list-style-type: none"> ▪ Flanked columns, decorative fixtures or other details ▪ Recessing the entry door within a decorative opening ▪ Incorporating a portico (formal porch) projection or inset into the building ▪ Providing a change in roofline, a tower 				
<p>b. Buildings situated at the corner of a public street should provide a prominent corner entrance to street level shops or lobby space.</p>				

Awnings and Canopies	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>a. Use of awning with a single color or two-color stripes is encouraged. Lettering and trim utilizing other colors is permitted.</p>				
<p>b. Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and "nestle" into the space created by the structural bay.</p>				
<p>c. Aluminum awnings or canopies are strongly discouraged.</p>				
<p>d. Awnings should be of a durable, commercial grade fabric, canvas or similar material. Awning frames and supports should be painted or coated to prevent corrosion.</p>				
<p>e. Glossy, shiny plastic, or similar awning material are not recommended.</p>				

Storefront Design Guidelines

Grille Work and Other Details	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<p>a. A number of details may be incorporated into the building design to add visual richness and interest while serving functional needs. Such details include the following items:</p> <ul style="list-style-type: none"> ▪ Light fixtures, wall mounted or hung with decorative metal brackets ▪ Metal grille work, at vent openings or as decorative features at windows, doorways or gates ▪ Decorative scuppers, catches and downspouts. ▪ Balconies, rails, finials, corbels, plaques, etc. ▪ Flag or banner pole brackets ▪ Fire sprinkler stand pipe enclosures and hose bib covers, preferably of brass ▪ Security devices 				

Rear Entrances	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Signs should be modestly scaled to fit the casual visual character of the alley or rear parking area.				
b. An awning can soften rear facades and provide a pleasant protected space.				
c. The rear entry door design should be compatible with the front door. Special security glass (i.e. wire imbedded) is allowed.				

Storefront Design Guidelines

Rear Entrances (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
d. Selective use of tree planting, potted plants and other landscaping should be used to improve a rear facade.				
e. Refuse containers and service facilities should be screened from view by solid masonry walls with metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.				

Building Additions and Renovation Guidelines

1. Preserve Traditional Features and Decoration	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Existing materials, details, proportions, as well as patterns of materials and openings should be considered when any additions or building renovations would affect the appearance of an existing building's exterior.				
b. Frequently, original storefront decorative details are intact as visual "leftovers" or simply covered up by previous construction. When a building is proposed to be refurbished, these forgotten details should not be wasted. If enough of them remain, they should be restored, based on the original design. If only a few remain, they should be incorporated as design features in a new storefront. In either case, the design of any improvements should evolve from the remaining building details and should create a harmonious background which emphasizes them.				
c. All existing historic building detailing should be preserved.				

Building Additions and Renovation Guidelines

2. Removal of Elements Inconsistent with Original Facade	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Buildings are often altered by owners or shopkeepers in an effort to “keep up with changing times” or to “update a tired image.” Unfortunately, such changes often result in gradual but severe erosion of the original character of the building and architectural cohesion of the Downtown core area. Restoration of buildings which have been substantially or carelessly altered back to their original state is strongly encouraged.				
b. Building elements which are incompatible with the original facade design of the building should be removed. These include excessive use of exterior embellishments and "modernized" elements such as metal grilles or rusticated materials.				
c. Metal aluminum canopies have a thin, unsubstantial and "tacked on" appearance and are inconsistent with the desirable design concept for Downtown Huntington Beach. Existing metal canopies should be removed and, if appropriate, replaced with fabric awnings, consistent with the architectural style of the building.				

3. Storefront Renovation	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Where the original storefront remains (little or no remodeling has occurred), it should be preserved and repaired with as little alteration as possible.				

Building Additions and Renovation Guidelines

3. Storefront Renovation (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
b. Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired. Historic details/materials should be maintained where possible. Extensively deteriorated or missing details/parts should be replaced with new reproductions of the original ones.				
c. Where the original storefront is completely missing (extensive remodeling has occurred), the storefront should be reconstructed based upon historical, pictorial and other physical documentation. If that is not practical, the design of the new storefront should be designed to be compatible with the size, scale, proportion, material and color of the existing structure.				

4. Window Replacement	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Wherever possible, the original window openings should be retained. If the existing ceiling has been lowered, the dropped ceiling should be pulled back from the original window.				
b. If possible, the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins with similar material should be replaced.				

Building Additions and Renovation Guidelines

4. Window Replacement (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
c. If the original window openings have been altered, the openings to their original configuration and detail should be restored. Blocking or filling window openings that contribute to the overall facade design should be avoided.				
d. When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type as the original window.				

5. Door Replacement	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Original doors and door hardware should be retained, repaired and refinished.				
b. If new replacement doors are necessary, they should be compatible with the historical character and design of the structure.				

6. Awnings	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Original awning hardware should be used if they are in working order or repairable.				
b. Use of slanted canvas awnings is most appropriate for older storefronts and is preferred over contemporary hooped or box styles.				

Building Additions and Renovation Guidelines

7. Repair and Cleaning	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Surface cleaning should be undertaken by the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials should be avoided.				
b. Waterproofing and graffiti proofing sealers should be used after cleaning and repair.				

8. Replacement of Unavailable Components	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. When original construction materials are not available, care should be taken to match the original thickness, color and texture as closely as possible with available materials. In general, simulated replacement materials (artificial stone, simulated "aged" brick) are discouraged.				

9. Additions to Existing Structures	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. The design of a proposed addition should follow the general scale, proportion, massing and detailing of the original structure.				
b. New additions should be interpretations of the existing buildings wherein the main characteristics of the existing structure are incorporated using modern construction methods. This may include: the extension of architectural lines from the existing structure to the addition; repetition of window and entrance spacing; use of harmonizing colors and materials; and the inclusion of similar architectural details (i.e., window/door trim, lighting fixtures, tile/brick decoration).				

Building Additions and Renovation Guidelines

9. Additions to Existing Structures (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
c. New additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.				

10. Seismic Retrofitting	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Exterior structural improvements for seismic retrofitting should be undertaken with care and consideration to minimize negative impacts on the appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be carefully integrated into the existing building design.				
b. Seismic improvements should receive the same care and forethought as any other building modification.				

Landscaping

	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Emphasis should be placed on California and Mediterranean landscapes and gardens. Native planting, vines, flowering plants, arbors, trellises and container planting are encouraged.				
b. Courtyards, gardens, and fountains are encouraged. Landscaping within courtyards should include a balance of hardscape and landscape materials.				
c. Boxed and container plants in decorative ceramic, terra cotta, wood, or stucco planters should be used to enhance street frontages, plazas and courtyards.				

Landscaping (CONT)

d. Large planters may be incorporated into seating areas. Such planters should be open to the earth below and should incorporate permanent irrigation systems.				
e. All trees in paved areas should be provided with “Deep Root” barriers automatic irrigation and metal grates.				

Lighting

	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Lighting should create a festive atmosphere and encourage nighttime use by pedestrians.				
b. Lighting fixtures should be attractively designed to complement the architecture of the project and improve visual identification of residences and businesses.				
c. Wall mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.				

Signs

1. Sign Design	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Sign color should be compatible with building colors. A light background matching the building with dark lettering is best visually. No more than two primary colors should be used on a sign with a third secondary color used for accent or shadow detail.				
b. Fewer words make a more effective message. Use symbols only if they are easily recognizable.				

Signs

1. Sign Design (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
c. Keep the overall shape simple so as not to detract from the message.				
d. As a general rule, letters should not appear to occupy more than 75% of the sign area.				
e. Avoid hard-to-read and overly intricate typefaces. The letter style chosen should be appropriate to the business and the building.				
f. Signs should be consistent with the proportion and scale of building elements within the façade. The placement of signs provides visual clues to business location and affects the design integrity of the entire building.				
g. Ground level signs should be smaller than those on higher levels. Pedestrian-oriented signs should be smaller than automobile oriented signs.				
h. Signs should establish rhythm, scale and proportion in facades and arcades.				
i. Sign placement on a façade should complement building elements rather than block them.				
j. There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign.				
k. Internal illumination is permitted on channel letters only.				
l. Signs without channel letters must be illuminated externally.				

Signs

1. Sign Design (CONT)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
m. Signs must be lighted with continuous light sources.				
n. Following are definitions and examples of the different types of allowable signs. Illustrations are provided to stimulate ideas.				

2. Awning Signs	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Sign copy shall be centered on the awning to achieve symmetry.				
b. Message shall be limited to the business name and logo and sized to be proportional with the awning.				

3. Banners	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Bright colors are appropriate because they stand out against light-colored backgrounds.				
b. Banners must be kept in good repair and be replaced when fading or deterioration occurs.				
c. Banners shall not be used for advertising.				

4. Canopy Signs	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Canopy signs provide pedestrian scale and can enhance building fronts.				
b. Projecting signs are permitted as a special type of canopy sign pursuant to the Sign Standards chart.				

Signs

5. Freestanding Signs	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. The Mediterranean theme can be suggested through the use of materials such as stucco and tile.				
b. Pole signs are not permitted in the downtown area.				

6. Wall Signs	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Brightly colored channel letters add to the festive atmosphere and may be illuminated internally.				
b. Wall murals can brighten and add interest to the downtown area. Wall murals should be done to enhance the area rather than for advertising. Wall murals shall be permitted subject to the discretion of the Design Review Board.				

Signs

7. Window Signs	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
<ul style="list-style-type: none">▪ Interior signs shall be within 36" of the window so as to be readable from the exterior.▪ Sign area shall be less than 15% of the total window area.▪ Window signs shall be geared to the pedestrian and be at eye level.▪ Window signs shall be designed to be pleasing and to aesthetically enhance shorefronts.				

Applicant Signature: _____ Date: _____